

Amendments to the Claims:

1. (Currently Amended) A system for enhancing communication on a wireless network using predefined messages, comprising:

a service platform running an on-line service, the on-line service for providing a certain content, the service platform comprising;

transmitting means for transmitting the certain content to a user of at least one wireless terminal; and

providing means for providing along with the transmitted certain content at least one content-related predefined message to the user of the at least one wireless terminal based upon the certain content, the message being generated independently of the certain content and automatically modified based on an identity of the certain content;

at least one wireless terminal at least for receiving the certain content and the at least one content-related predefined message from the on-line service of said service platform through the wireless network, the at least one wireless terminal comprising:

selecting means for enabling selecting, by the user of said at least one wireless terminal, whether to originally transmit one or more of the provided at least one content-related predefined message wirelessly from said at least one wireless terminal; and

transmitting means for originally transmitting, if the user of said at least one wireless terminal selects to transmit one or more of the provided at least one content-related predefined message, the selected one or more of the provided at least one content-related predefined message to at least one address selectable by the user of said at least one wireless terminal.

2. (Previously Presented) The system of claim 1, wherein the at least one address selectable by the user of the at least one wireless terminal comprises a predetermined address provided by the service platform.

3. (Previously Presented) The system of claim 1, wherein the at least one address selectable by the user of the at least one wireless terminal comprises an address of the service platform.

4. (Previously Presented) The system of claim 1, further comprising:
at least one other terminal communicating with the at least one wireless terminal and wherein the at least one address selectable by the user of the at least one wireless terminal comprises an address of the at least one other terminal.

5. (Original) The system of claim 4, wherein the at least one other terminal comprises a wireless terminal.

6. (Original) The system of claim 4, further comprising:
means for assessing an output capability of said at least one other terminal to receive the predefined message; and
means for configuring the predefined message, prior to transmitting the predefined message to the address of the at least one other terminal, so that the output capability of the at least one other terminal to receive the predefined message is taken into consideration.

7. (Previously Presented) The system of claim 1, wherein said providing means comprises a content determining means for determining the content of the on-line service.

8. (Previously Presented) The system of claim 7, wherein said providing means receives a predefined criteria and generates or selects the predefined message based upon the predefined criteria.

9. (Original) The system of claim 4, wherein at least one of the at least one wireless terminal and the at least one other terminal is a mobile phone.

10. (Previously Presented) The system of claim 1, wherein the at least one wireless terminal comprises a dedicated button to be activated by the user of the at least one wireless terminal to cause one or more of the provided at least one content-related predefined message to be transmitted to the at least one address selectable by the user of the at least one wireless terminal.

11. (Previously Presented) The system of claim 1, wherein the at least one wireless terminal comprises an indicator to be displayed to indicate that the provided at least one content-related predefined message is available for selection.

12. (Previously Presented) The system of claim 1, wherein the at least one content-related predefined message comprises an automated message that is sent automatically to the at least one address selectable by the user of the at least one wireless terminal when at least one condition of the certain content matches any of a predefined criteria.

13. (Canceled)

14. (Previously Presented) The system of claim 1, wherein the predefined message is stored in and retrieved by the providing means from a storage device in the service platform.

15. (Original) The system of claim 1, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

16. (Currently Amended) A method for enhancing communication on a wireless network using predefined messages, the method comprising:

connecting a wireless terminal to a service platform running an on-line service, the on-line service transmitting a certain content to the wireless terminal;

providing a content-related predefined message to a user of the wireless terminal, the message being generated independently of the certain content and automatically modified based on an identity of the certain content;

receiving a selection, from the user, whether to originally wirelessly transmit the provided content-related predefined message; and

originally transmitting, if the user selects to transmit the provided content-related predefined message, the provided content-related predefined message from the wireless terminal to at least one address selectable by the user.

17. (Original) The method of claim 16, wherein the at least one address selectable by the user of the wireless terminal comprises a predetermined address.

18. (Original) The method of claim 16, wherein the at least one address selectable by the user of the wireless terminal comprises an address of the service platform.

19. (Currently Amended) The method of claim 16, further comprising ~~the step of:~~ connecting at least one other terminal to at least one of the wireless terminal and the service platform.

20. (Previously Presented) The method of claim 19, wherein the at least one address selectable by the user of the wireless terminal comprises an address of the at least one other terminal.

21. (Original) The method of claim 19, wherein the at least one other terminal is a wireless terminal.

22. (Currently Amended) The method of claim 19, further comprising ~~the steps of:~~ assessing an output capability of the at least one other terminal to receive the predefined message; and

configuring the predefined message, prior to transmitting the predefined message to the address of the at least one other terminal, so that the output capability of the at least one other terminal to receive the predefined message is taken into consideration.

23. (Currently Amended) The method of claim 16, wherein the ~~step of~~ providing a content-related predefined message based upon the certain content comprises ~~the sub-step of~~: determining the content of the on-line service.

24. (Currently Amended) The method of claim 23, further comprising ~~the step of~~: receiving a predefined criteria, and generating or selecting the content-related predefined message based upon the predefined criteria.

25. (Previously Presented) The method of claim 19, wherein at least one of the wireless terminal and the at least one other terminal is a mobile phone.

26. (Currently Amended) The method of claim 16, further comprising ~~the step of~~: indicating to the user that the content-related predefined message is available.

27. (Currently Amended) The method of claim 16, wherein the ~~step of~~ transmitting the predefined message to the at least one address selectable by the user of the wireless terminal is automatic.

28. (Original) The method of claim 16, wherein the predefined message is stored in and retrieved from a storage device in the wireless terminal.

29. (Original) The method of claim 16, wherein the predefined message is stored in and retrieved from a storage device in the service platform.

30. (Original) The method of claim 16, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

31. (Currently Amended) An apparatus ~~wireless terminal~~ comprising:
- [[a.]] a processor in communication with a data storage device;
 - ~~b. — a primary input in communication with the processor registering content-related commands input by a user of the wireless terminal; and~~
 - e. — ~~an interactive program operative on,~~ the processor being configured for:
 - i. maintaining in the storage device a database identifying at least one set of predefined messages available to send to at least one of a plurality of preselected destination addresses;
 - ii. scanning content-related events to find conditions matching any of at least one content-related predefined criteria, the content-related events occurring as part of an on-line service;
 - iii. providing at least one content-related predefined message to a ~~the~~ user of a ~~the wireless~~ terminal when at least one condition matching any of the at least one content-related predefined criteria is found, wherein the at least one content-related predefined message is generated independently of the at least one content-related predefined criteria and automatically modified based on the content-related predefined criteria and is subject to interaction with the user;
 - iv. receiving a command from the user ~~through the primary input~~ indicating whether the user wishes to originally transmit the provided at least one content-related predefined message; and
 - v. originally sending the provided at least one content-related predefined message from said terminal to at least one of the plurality of preselected destination addresses if the received

command indicates that the user wishes to transmit the provided at least one content-related predefined message.

32. (Currently Amended) The apparatus ~~wireless terminal~~ of claim 31, further comprising:

- d. means for assessing an output capability of a terminal to receive the provided at least one content-related predefined message at the at least one destination address of the plural preselected destination addresses; and
- e. means for configuring the provided at least one content-related predefined message, prior to transmitting said predefined message to the at least one destination address of the plural preselected destination addresses, so that said predefined message is within the output capability of the terminal to receive said predefined message at the at least one destination address.

33. (Currently Amended) The apparatus ~~wireless terminal~~ of claim 31, further comprising:

an input for receiving certain content from an on-line service;

wherein the processor ~~interactive program~~ is further operative for determining whether the certain content of the on-line service has at least one condition matching any of the at least one content-related predefined criteria.

34. (Currently Amended) The apparatus ~~wireless terminal~~ of claim 31, wherein the ~~wireless terminal~~ is a mobile phone.

35. (Currently Amended) The apparatus ~~wireless terminal~~ of claim 31, further comprising:

a dedicated button to be activated by a user to cause the provided at least one content-related predefined message to be transmitted to the at least one of the plurality of preselected destination addresses.

36. (Currently Amended) The apparatus ~~wireless terminal~~ of claim 31, wherein the storage device is located in the ~~wireless~~ terminal.

37. (Currently Amended) The apparatus ~~wireless terminal~~ of claim 31, wherein the storage device is located in a service platform.

38. (Currently Amended) The apparatus ~~wireless terminal~~ of claim 31, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

39. (Previously Presented) The system of claim 1, wherein the on-line service comprises at least one of an Internet web site, and a network server providing at least one of an interactive program and streaming audio and/or video.

40. (Previously Presented) The system of claim 1, wherein the certain content comprises at least one of a web page, an output of an interactive program, and streaming audio and/or video.

41. (Currently Amended) The method of claim 16, wherein the ~~step of~~ providing the content-related predefined message is performed by at least one of the service platform and the wireless terminal.

42. (Currently Amended) The method of claim 16, wherein the ~~step of~~ transmitting the provided content-related predefined message is performed by at least one of the service platform and the wireless terminal.

43. (Currently Amended) A system for enhancing communication on a wireless network using predefined messages, comprising:

a service platform for transmitting a certain content provided by at least one of said service platform and an on-line service;

a wireless terminal at least for receiving the certain content from the service platform through the wireless network;

~~providing~~ means for providing a content-related predefined message to a user of the wireless terminal, the message being generated independently of the certain content and automatically modified based on an identity of the certain content;

means for receiving, from the user, whether to originally transmit the provided content-related predefined message wirelessly from the wireless terminal; and

transmitting means for originally transmitting, if the user selects to transmit the predefined message, the provided predefined message from said wireless terminal to at least one address selectable by the user.

44. (Previously Presented) The system of claim 43, wherein the providing means is connected to, and/or a part of, at least one of the service platform and the wireless terminal.

45. (Previously Presented) The system of claim 43, wherein the transmitting means is connected to, and/or a part of, at least one of the service platform and the wireless terminal.

46. (Currently Amended) An apparatus ~~wireless terminal~~ comprising:
~~a receiver for receiving certain content from a content provider;~~
~~a display for displaying the received certain content;~~
means for indicating ~~on the display~~ that a content-related predefined message based on ~~the~~ received certain content is available for transmission, the message being generated independently of the received certain content and automatically modified based on an identity of the received certain content; and

means for ~~a user of the wireless terminal to indicate~~ receiving input that the user wishes to originally transmit an available content-related predefined message;

wherein the certain content is scanned to determine whether an appropriate content-related predefined message is applicable to the certain content, and, if an appropriate content-related predefined message is applicable to the certain content, the means for indicating on the

display is prompted to indicate that a content-related predefined message based on the received certain content is available for transmission; and

wherein, once it is indicated that a content-related predefined message is available for transmission, the user may choose whether to originally send the available content-related predefined message, and, if the user wishes to originally transmit the available content-related message, the user is permitted to use[[s]] the means to indicate that the user wishes to originally transmit the available content-related predefined message from said terminal.

47. (Currently Amended) The apparatus ~~wireless terminal~~ of claim 46, wherein the scanning to determine whether an appropriate content-related predefined message is applicable to the certain content is performed by at least one of the ~~wireless terminal~~ or and a service platform.

48. (Currently Amended) The apparatus ~~wireless terminal~~ of claim 47, wherein the service platform has a communication link with a ~~the~~ content provider.

49. (Currently Amended) The apparatus ~~wireless terminal~~ of claim 46, wherein a plurality of content-related predefined messages is stored in at least one of the ~~wireless terminal~~ or and a service platform.

50. (Currently Amended) The apparatus ~~wireless terminal~~ of claim 49, wherein the service platform has a communication link with a ~~the~~ content provider.